

Listing of Claims:

Please amend the claims as indicated. The following is a listing of all pending claims in this application, and replaces any prior listing.

1. (currently amended) A method of conducting an assessment of an evaluatee, comprising:
designing a **custom made** survey for an entity, said survey comprising a plurality of queries;
presenting a at least some of the plurality of queries to the entity regarding an evaluatee;
receiving a response to each of the plurality of queries;
converting each response to a numerical value from a defined range of discrete values;
applying the **converted** responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state;
automatically generating individualized feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state, **and wherein the feedback items are a defined set of linguistic expressions associated with the state of the plurality of the rules, and are also custom made for the given entity;**
transmitting the feedback items to the evaluatee,
wherein the plurality of queries seeks information as to the performance of the evaluatee in a business, group, team, or collaborative enterprise,

and wherein at least one of said presenting, receiving, applying, generating and transmitting are performed using at least one of a computer, data processing device, electronic communications system, or electronic data network.

2. (canceled).

3. (previously amended) The method of claim 1, wherein the entity is one or more persons.

4. (canceled).

5. (previously amended) The method of claim 1, wherein a host computer presents the plurality of queries to the entity and transmits the feedback items to the evaluatee.

6. (original) The method of claim 1, wherein the plurality of rules include mathematical formulae.

7. (original) The method of claim 1, wherein the plurality of rules include Boolean operations.

8. (original) The method of claim 7, wherein predetermined ones of the plurality of rules use output from other of the plurality of rules.

9. (currently amended) A system for conducting an assessment of an evaluatee, comprising:
a user computer; and

one or more assessment computers coupled to the user computer via a communications link, wherein the assessment computers include

a central processing unit (CPU), and

a memory coupled to the CPU, the memory storing computer executable code to be executed by the CPU, the computer executable code:

creating a **custom made** survey for an entity, said survey comprising a plurality of queries;

presenting at least some of the plurality of queries to the entity regarding an evaluatee,

receiving a response to each of the plurality of queries,

converting each response to a numerical value from a defined range

of discrete values;

applying the **converted** responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state,

automatically generating individualized feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state,

wherein the feedback items are a defined set of linguistic expressions associated with the state of the plurality of the rules , and are also custom made for the given entity; and

transmitting the feedback items to the user computer,

wherein the plurality of queries seeks information as to the performance of the evaluatee in a business, group, team, or collaborative enterprise.

10. (original) The system of claim 9, wherein the memory includes a query database storing the plurality of queries.

11. (original) The system of claim 9, wherein the memory includes a rules database storing the plurality of rules.

12. (original) The system of claim 9, wherein the memory stores the responses to the plurality of queries.

13. (original) The system of claim 9, wherein the user computer includes a display to display the feedback items.

14. (original) The system of claim 9, wherein the plurality of rules include a Boolean operation, a true condition of the Boolean operation corresponding to the satisfied state and a false condition of the Boolean operation corresponding to the unsatisfied state.

15. (original) The system of claim 9, wherein the communications link includes one of a dialup connection, a wireless network connection, a local area network, a wide area network, fiber optic connection and an Internet connection.

16. (original) The system of claim 9, wherein the memory includes computer executable code identifying an additional set of queries to be presented to the entity as a function of a predetermined response to at least one of the plurality of queries.

17. (original) The system of claim 9, wherein the queries include one of a statement and a question.

18. (previously amended) The system of claim 9, wherein the feedback items to the user computer includes links to additional resources related to a respective feedback item.

19. (previously amended) The system of claim 18, wherein the links include one of a hyperlink or URL and an identification of one or more additional resources.

20. (previously amended) The system of claim 19, wherein the hyperlink includes identification of a universal resource locator and the additional resource includes one or more publications.

21. (original) The system of claim 9, wherein the entity includes one of an individual and a group.

22. (currently amended) A method of conducting an assessment of an evaluatee, comprising:
creating a survey for an entity, said survey comprising a plurality of queries;
presenting at least some of the plurality of queries to the entity regarding an evaluatee;

receiving a response to each of the plurality of queries;

converting each response to a numerical value from a defined range of discrete

values;

applying the **converted** responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state;

automatically generating individualized feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state, **wherein the feedback items are a defined set of linguistic expressions associated with the state of the plurality of the rules and are also custom made for the given entity;** and

transmitting the feedback items to the entity, at least one of the feedback items including a link to an additional resource associated with the feedback item,

wherein the plurality of queries seeks information as to the performance of the evaluatee in a business, group, team, or collaborative enterprise,

and wherein at least one of said presenting, receiving, applying, generating and transmitting are performed using at least one of a computer, data processing device, electronic communications system, or electronic data network.

23. (currently amended) A method of conducting an assessment of an evaluatee, comprising:

creating a **custom made** survey for an entity, said survey comprising a plurality of queries;

presenting a at least some of the plurality of queries to the entity regarding an evaluatee;

receiving a response to each of the plurality of queries;

converting each response to a numerical value from a defined range of discrete values;

applying the **converted** responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state;

automatically generating individualized feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state, **wherein the feedback items are a defined set of linguistic expressions associated with the state of the plurality of the rules and are also custom made for the given entity**; and

transmitting the feedback items to the evaluatee, at least one of the feedback items including a link to an additional resource associated with the feedback item,

wherein the plurality of rules results in at least a first comparative indicator and at least a second comparative indicator, the first comparative indicator representing an ideal situation for the evaluatee, and the second comparative indicator representing a current situation for the evaluatee, wherein the plurality of queries seeks information as to the performance of the evaluatee in a business, group, team, or collaborative enterprise;

and wherein at least one of said presenting, receiving, applying, generating and transmitting are performed using at least one of a computer, data processing device, electronic communications system, or electronic data network.

24. (original) The method of claim 23, wherein the first comparative indicator includes two comparative indicators used to determine the ideal situation and the second comparative indicator includes two comparative indicators used to determine the current situation.

25. (original) The method of claim 24, wherein the feedback items include at least one feedback item based on a comparison between the ideal situation and the current situation.

26. (original) The method of claim 24, comprising displaying a comparison of the ideal situation and the current situation.

27. (original) The method of claim 23, wherein the plurality of queries relate to one of an individual assessment and a group assessment.

28. (currently amended) A system for conducting an assessment of an evaluatee, comprising:
an assessment computer adapted to communicate with a user computer via a communications link, wherein the assessment computer includes

a central processing unit (CPU), and

a memory coupled to the CPU, the memory storing computer executable code to be executed by the CPU, the computer executable code

creating a **custom made** survey for an entity, said survey comprising a plurality of queries;

presenting at least some of the plurality of queries to the entity regarding an evaluatee;

receiving a response to each of the plurality of queries;

converting each response to a numerical value from a defined range of discrete values;

applying the responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state, a portion of the plurality of rules being interdependent,

automatically generating individualized feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state, **wherein the feedback items are a defined set of linguistic expressions associated with the state of the plurality of the rules and are also custom made for the given entity;** and

transmitting the feedback items to the user computer,

wherein the plurality of queries seeks information as to the performance of the evaluatee in a business, group, team, or collaborative enterprise.

29. (original) The system of claim 28, comprising a storage medium coupled to the CPU, the storage medium including at least one database and storing the plurality of queries, the plurality of rules and the feedback items.

30. (currently amended) A system for conducting an assessment, comprising

- means for creating a **custom made** survey for an entity, said survey comprising a plurality of queries;
- means for presenting at least some of the plurality of queries to the entity regarding an evaluatee, **wherein the evaluatee is a team within the entity comprising at least two individuals**;
- means for receiving a response to each of the plurality of queries;
- means for converting each response to a numerical value from a defined range of discrete values**;
- means for applying the **converted** responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state;
- means for **automatically** generating individualized feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state, **wherein the feedback items are a defined set of linguistic expressions associated with the state of the plurality of the rules , and are also custom made for the given entity**; and
- means for transmitting the feedback items to the evaluatee,

wherein the plurality of queries seeks information as to the performance of the evaluatee in a business, group, team, or collaborative enterprise,

and wherein at least one of said presenting, receiving, applying, generating and transmitting are performed using at least one of a computer, data processing device, electronic communications system, or electronic data network.

31. (previously amended) The method of claim 1, wherein said individualized feedback reflects one or more management or group dynamics theories or schools of thought.

32. (previously amended) The method of claim 1, wherein said individualized feedback includes one or more links to tools that address diagnosed deficiencies.

33. (previously added) The method of claim 32, wherein said tools comprise a method of conducting an assessment of an evaluatee according to claim 1.